Course Code	Course Name	Credits
26CM010	DIGITAL MARKETING	04

Course Objectives

- To provide fundamental understanding of digital marketing concepts, tools, and strategies.
- To develop skills in market research, customer analysis, and digital campaign planning.
- To equip learners with practical knowledge of website creation and search engine optimization
- To enable students to design and manage social media marketing strategies across various platforms.
- To introduce influencer marketing concepts and help students plan effective influencer campaigns

Learning Outcomes

- Understand and explain the fundamentals of digital marketing, customer engagement, and market research techniques.
- Analyze business environments, buyer personas, and develop effective digital marketing strategies.
- Apply website development skills using WordPress and implement SEO techniques for online visibility.
- Design and manage social media marketing campaigns across platforms like Facebook, Instagram, LinkedIn, and YouTube.
- Evaluate and create influencer marketing strategies, including campaign planning, execution, and performance measurement.

Unit I - Fundamentals of Digital Marketing (12 Hrs)

Marketing Objectives -Business and Competitive Analysis - Customer Engagement -Brand Development -Campaign Execution -- Market Analysis. **Market Research:** Market Understanding -Buyer Persona Development -Value Proposition Design -Research Techniques -Survey Development -Digital Marketing Strategies.

Unit II - Website Creation (12 Hrs)

WordPress Basics -Website Fundamentals -WordPress Configuration -Theme and Design Customization - Content Management - Advanced Features and Tools. **Introduction to SEO:** Meaning – Goal – Cost – Result Timeline – Types of SEO – Difference between SEO (Search Engine Optimization) and SEM Search Engine Marketing.

Unit III - Social Media Marketing – I (12 Hrs)

Social Media Marketing Basics -SMM Strategies and Organic Marketing -Social Brand Management -Audience Persona Development -Facebook Marketing Essentials -Utilizing Meta Business Suite -YouTube Marketing Strategies -Instagram Marketing and Content Planning.

Unit IV - Social Media Marketing – II (12 Hrs)

Introduction to LinkedIn -LinkedIn Strategy Development -Content Creation for LinkedIn -LinkedIn Page Optimization for Businesses -Twitter Marketing Techniques -Marketing with Pinterest -Social Media Marketing Strategy for Product Launch (B2B & B2C) -Key Metrics in Social Media Marketing -Utilization of Social Media Management Tools -Creation of Social Media Content Calendar and Progress -Reports.

Unit V - Influencer Marketing (12 Hrs)

Introduction to Influencer Marketing -Benefits of Influencer Marketing for Brands -Successful Influencer Marketing Campaigns - Connecting with the Right Influencers -Influencer Marketing Platforms -Strategies for Paid Promotions, Gifts, and Giveaways - Brand Ambassadors and Affiliate Programs -Influencer Campaign Strategy and Setup.

Reference Books:

1. Taxmanns., Income Tax Act., Taxmann; 63rd Edition 2019 edition (2019)
2. Vinod K.Singhania., Direct Taxes: Law & Practice., Taxmann; 62nd Edition A.Y.2019-20 edition (2019)
3. Dr. Girish Ahuja & Dr. Ravi Gupta., Direct Taxes., Wolters Kluwer India Pvt. Ltd.; tenth edition
4. (1March 2018)
5. Boomi F.Daruwala., Direct Taxes., Bharat Law Publishers., Direct Taxes Code., 28th edn., 2019
6. Malhotra., Income Tax Law and Accounts., Sahitya Bhawan Publications; 60 edition (2019)

Websites and eLearning Sources:

1. https://www.youtube.com/watch?v=BqKC74-kULc
2. https://www.youtube.com/@CAIntermediateGrooming.
3. https://www.youtube.com/watch?v=s0uSq_NDDSA
4. https://www.youtube.com/watch?v=lreOqxWcUgE
5. https://www.youtube.com/watch?v=BqKC74-kULc&t=269s

COs and Bloom's Taxonomy Mapping – 26CM010		
Course Outcomes	**On successful completion of this course, students will be able to**	**BTL**
CO1	Understand and explain the fundamentals of digital marketing, customer engagement, and market research techniques.	K3
CO2	Analyze business environments, buyer personas, and develop effective digital marketing strategies.	K4
CO3	Apply website development skills using WordPress and implement SEO techniques for online visibility.	K6
CO4	Design and manage social media marketing campaigns across platforms like Facebook, Instagram, LinkedIn, and YouTube.	K5
CO5	Evaluate and create influencer marketing strategies, including campaign planning, execution, and performance measurement.	K1, K2

BTL Bloom's Taxonomy Level) - K1 – Remembering, K2 – Understanding, K3- Applying, K4 – Analyse, K5- Evaluate and K6 - Create

Relationship Matrix – 26CM010													
Course Outcomes	**Programme Outcomes (POs)**						**Programme Specific Outcomes (PSOs)**						**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	
CO1	3	2	1	3	1	2	3	3	1	2	1	3	2.08
CO2	3	2	3	1	3	1	2	2	3	2	3	1	2.17
CO3	3	3	2	3	1	1	2	2	3	2	2	3	2.25
CO4	2	3	2	2	3	1	2	3	2	3	3	2	2.33
CO5	3	2	3	1	3	2	2	2	3	2	3	3	2.42
												Total	2.25

Mean Score: 3- High, 2- Medium/Moderate, 1-Low